

CLAIMS

1. A recording medium in which, in reproducing first data consisting of contents data, at a position where reproduction is conducted prior to the first data, second data where contents concealment data for concealing the contents data is buried is recorded.
2. The recording medium as set forth in claim 1, wherein the second data is at least one advertisement data.
3. The recording medium as set forth in claim 1, wherein the second data consists of plural advertisement data, and the contents concealment data are buried into the plural advertisement data in a distributed manner.
4. The recording medium as set forth in claim 1, wherein the second data consists of plural advertisement data, encipherment processing are respectively implemented to the plural advertisement data and key data for decoding encipherment processing implemented to one advertisement data of remaining advertisement data is buried in a certain advertisement data of the plural advertisement data, and the contents concealment data is buried in advertisement data last reproduced of the plural advertisement data.
5. The recording medium as set forth in claim 1, wherein the contents concealment data is buried during blanking period of the second data.
6. A recording medium in which first data and second data are recorded, the second data is recorded at a position where read-out operation is conducted prior to the first data in reproducing the first data, and the first data is recorded after undergone

encipherment processing by using data extracted from the second data.

7. The recording medium as set forth in claim 6 in which the second data is at least one advertisement data.

8. The recording medium as set forth in claim 6, wherein the data extracted from the second data is predetermined line data of a predetermined frame of the advertisement data.

9. The recording medium as set forth in claim 6, wherein the data extracted from the second data is data of a predetermined frame of the advertisement data.

10. A recording method for a recording medium comprising steps of:

burying contents concealment data for concealing first data consisting of contents data into delivered second data;

implementing concealment processing to the first data by using the contents concealment data; and

implementing encode processing to the second data in which the contents concealment data is buried and the contents data to which the concealment processing has been implemented to record the data thus processed onto the recording medium.

11. The recording method for recording medium as set forth in claim 10, wherein the method includes steps of multiplexing the second data in which the contents concealment data is buried and the contents data to which the concealment processing has been implemented, and implementing the encode processing to the multiplexed data.

12. The recording method for recording medium as set forth in claim 10, wherein the second data is at least one advertisement data.
13. The recording method for recording medium as set forth in claim 10, wherein the second data consists of plural advertisement data, and the contents concealment data are buried into the plural advertisement data in a distributed manner.
14. The recording method for recording medium as set forth in claim 10, wherein the contents concealment data is buried during blanking period of the second data.
15. The recording method for recording medium as set forth in claim 10, wherein the method further includes steps of implementing compression processing to respective ones of the first data and the second data in which the contents concealment data is buried, and implementing the concealment processing to the first and second data to which the compression processing has been implemented.
16. The recording method for recording medium as set forth in claim 10, wherein the second data in which the contents concealment data is buried is recorded at a position on the recording medium where read-out operation is carried out prior to the first data.
17. A recording method for a recording medium comprising steps of:
 - implementing encipherment processing to first data consisting of contents data by using data extracted from delivered second data; and
 - implementing encode processing to the second data and the first data to which the encipherment processing has been implemented to record the data thus processed

onto the recording medium.

18. The recording method for recording medium as set forth in claim 17, wherein the method includes steps of multiplexing the second data and the first data to which the encipherment processing has been implemented, and implementing the encode processing to the multiplexed data.

19. The recording method for recording medium as set forth in claim 17, wherein the second data is at least one advertisement data.

20. The recording method for recording medium as set forth in claim 17, wherein the data extracted from the second data is predetermined line data of a predetermined frame of the advertisement data.

21. The recording method for recording medium as set forth in claim 17, wherein the data extracted from the second data is data of a predetermined frame of the advertisement data.

22. The recording method for recording medium as set forth in claim 17, wherein the second data in which the contents concealment data is buried is recorded at a position on the recording medium where read-out operation is conducted prior to the first data.

23. A data recording method comprising steps of:
 respectively burying cipher key data for implementing encipherment processing
to first data consisting of contents data into delivered plural second data;
 implementing concealment processing to at least a partial area of the first data

on the basis of the cipher key data buried in the second data; and

implementing encode processing to the second data in which the contents concealment data is buried and the contents data to which the concealment processing has been implemented to record the data thus processed.

24. The data recording method as set forth in claim 23, wherein the plural second data respectively consist of advertisement data, and the method includes steps of generating contents concealment data by using the plural cipher key data which have been read out from the plural advertisement data, and implementing concealment processing to the first data on the basis of the generated contents concealment data.

25. The data recording method as set forth in claim 23, wherein the plural second data respectively consist of advertisement data, and the method includes a step of implementing concealment processing to plural respective areas of the first data by using the plural cipher key data which have been read out from the plural advertisement data.

26. A reproducing method for a recording medium comprising steps of:

extracting contents concealment data for concealing contents data from second data which has been read out from a recording medium adapted so that the second data in which the contents concealment data is buried is recorded at a position where reproduction is carried out prior to first data consisting of contents data in reproducing the first data;

decoding cipher implemented to the first data which has been read out from the

recording medium by using the extracted contents concealment data; and

outputting the decoded first data subsequently to the second data.

27. The reproducing method for recording medium as set forth in claim 26, wherein the method comprises steps of temporarily taking the second data which has been read out from the recording medium into a buffer memory, and extracting the contents concealment data from the second data which has been taken into the buffer memory.

28. The reproducing method for recording medium as set forth in claim 26, wherein in any one of the case where the second data fails to be read out from the recording medium and the case where the contents concealment data fails to be extracted from the second data, reproduction of the first data is stopped.

29. The reproducing method for recording medium as set forth in claim 26, wherein when the second data is caused to undergo special reproduction, cryptanalysis processing of the first data is stopped.

30. A reproducing method for a recording medium comprising steps of:

reading out second data from a recording medium adapted so that first data and the second data are recorded, the second data being recorded at a position where read-out operation is carried out prior to the first data in reproducing the first data, the first data being recorded after undergone encipherment processing by using data which has been extracted from the second data;

extracting data of a predetermined area of the second data which has been read out;

decoding cipher implemented to the first data which has been read out from the recording medium by using the extracted data; and

outputting the decoded first data subsequently to the second data.

31. The reproducing method for recording medium as set forth in claim 30, wherein in any one of the case where the second data fails to be read out from the recording medium and the case where the data of the predetermined area fails to be extracted from the second data, reproduction of the first data is stopped.

32. The reproducing method for recording medium as set forth in claim 30, wherein when the second data is caused to undergo special reproduction, cryptanalysis processing of the first data is stopped.

33. A transmitting method for data comprising steps of:

burying contents concealment data for concealing first data consisting of contents data into delivered second data;

implementing concealment processing to the first data by using the contents concealment data; and

implementing encode processing to the second data in which the contents concealment data is buried and the contents data to which the concealment processing has been implemented to transmit the data thus processed.

34. The transmitting method for data as set forth in claim 33, wherein the method includes steps of multiplexing the second data in which the contents concealment data is buried and the contents data to which the concealment processing has been

implemented, and implementing the encode processing to the multiplexed data.

35. The transmitting method for data as set forth in claim 33, wherein the second data is at least one advertisement data.

36. The transmitting method for data as set forth in claim 33, wherein the second data consists of plural advertisement data, and the contents concealment data are buried into the plural advertisement data in a distributed manner.

37. The transmitting method for data as set forth in claim 33, wherein the contents concealment data is buried during blanking period of the second data.

38. The transmitting method for data as set forth in claim 33, wherein the method further includes steps of implementing compression processing to respective ones of the first data and the second data in which the contents concealment data is buried, and implementing the concealment processing to the first and second data to which the compression processing has been implemented.

39. A transmitting method for data comprising steps of:

implementing encipherment processing to first data consisting of contents data by using data which has been extracted from delivered second data; and

implementing encode processing to the second data and the first data to which the encipherment processing has been implemented to transmit the data thus processed.

40. The transmitting method for data as set forth in claim 39, wherein the method includes steps of multiplexing the second data and the first data to which the encipherment processing has been implemented, and implementing the encode

processing to the multiplexed data.

41. The transmitting method for data as set forth in claim 39, wherein the second data at least one advertisement data.

42. The transmitting method for data as set forth in claim 39, wherein the data which has been extracted from the second data is predetermined line data of a predetermined frame of the advertisement data.

43. The transmitting method for data as set forth in claim 39, wherein the data which has been extracted from the second data is data of a predetermined frame of the advertisement data.

44. A data reproducing method comprising steps of:

extracting contents concealment data for concealing contents data from second data in which the contents concealment data is buried of data reproduced prior to first data consisting of contents data in reproducing the first data and including the second data;

decoding cipher implemented to the first data by using the extracted contents concealment data; and

outputting the decoded first data subsequently to the second data.

45. The data reproducing method as set forth in claim 44, wherein the method includes steps of temporarily taking the second data into a buffer memory, and extracting the contents concealment data from the second data which has been taken into the buffer memory.

46. The data reproducing method as set forth in claim 44, wherein when the second data is caused to undergo special reproduction, cryptanalysis processing of the first data is stopped.

47. The data reproducing method for data as set forth in claim 44, wherein in any one of the case where the second data fails to be read out and the case where the contents concealment data fails to be extracted from the second data, reproduction of the first data is stopped.

48. The data reproducing method as set forth in claim 44, wherein when the second data is caused to undergo special reproduction, cryptanalysis processing of the first data is stopped.

49. A data reproducing method comprising steps of:

extracting data of a predetermined area of second data of data including first data and second data, the second data being disposed at a position where read-out operation is carried out prior to the first data in reproducing the first data, the first data being caused to undergo encipherment processing by using data which has been extracted from the second data;

decoding cipher implemented to the first data by using the extracted data; and
outputting the decoded first data subsequently to the second data.

50. The data reproducing method as set forth in claim 49, wherein in any of the case where the second data fails to be read out and the case where the data of the predetermined area fails to be extracted from the second data, reproduction of the first

data is stopped.

51. The data reproducing method as set forth in claim 49, wherein when the second data is caused to undergo special reproduction, cryptanalysis processing of the first data is stopped.

52. A reproducing method comprising steps of:

taking, through network, second data in which contents concealment data is buried into a reproducing apparatus in reproducing first data consisting of contents data of a recording medium adapted so that the first data is recorded after undergone encipherment processing on the basis of the contents concealment data;

extracting the contents concealment data from the second data which has been taken in;

decoding cipher implemented to the first data which has been read out from the recording medium by using the extracted contents concealment data; and

outputting the decoded first data subsequently to the second data.

53. The reproducing method as set forth in claim 52, wherein the second data is at least one advertisement data.

54. The reproducing method as set forth in claim 52, wherein the method includes steps of temporarily taking the second data into a memory section, and extracting the contents concealment data from the second data which has been taken into the memory section.

55. The reproducing method as set forth in claim 52, wherein the method includes

a step of discriminating whether or not cryptanalysis processing is required for the first data which has been read out from the recording medium when the contents concealment data fails to be extracted from the second data, whereby when it is discriminated that the cryptanalysis processing is required, warning display is carried out.

56. The reproducing method as set forth in claim 52, wherein the contents concealment data is buried during blanking period of the second data.